

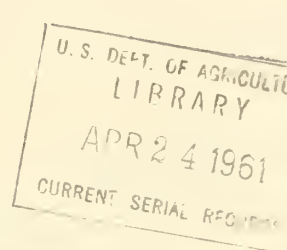
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FOOD FAT CONSUMPTION CONTINUES STABLE IN 1960

By
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In analyzing the total fat intake by Americans it is convenient to divide consumption into the so-called "visible" and "invisible" categories. As shown in table 7, consumption of visible fats (butter, lard, margarine, shortening, cooking and salad oils, and other edible fats and oils) in recent years has accounted for about 38 percent of the total fat intake whereas the invisible kinds (dairy products [excluding butter], eggs, animal products, various fruits, vegetables, and cereals) comprised 62 percent.

The total annual consumption of food fats (both visible and invisible) has increased to an average of nearly 120 pounds per person in the last several years, compared with 108 pounds in 1935-39 and around 115 pounds during the 1940's. This increase has occurred despite the conscious efforts of many consumers to limit their intake of this kind of food. The rise in fat usage is attributed to the "invisible" sector.

The use of visible food fats per person has changed remarkably little in the past generation. It averaged 45.5 pounds in 1960, compared with 45.1 pounds in 1935-39. In most years it has fluctuated within 10 percent of that level. However, major shifts within the visible fat groups have occurred over the years. We are now consuming more margarine, shortening, cooking and salad oils than in the prewar years but less butter and lard.

The consumption of invisible food fats has shown an upward trend. In 1935-39, the average use per person was 62.7 pounds, jumping to 74.0 pounds during World War II, and then dropping back to 72.7 pounds in 1947-49. In the last several years, it again has been in the 73-74 pound range. Much of the increase in the invisible category occurred in the form of meat, poultry, fish and game, which showed a rise from 32.5 pounds per person in 1935-39 to about 42 pounds in 1960. The other categories showed much smaller changes.

The remainder of this article will be concerned with only the trends in the consumption of visible food fats.

Substitution Highlights The Trend in Consumption of Visible Food Fats

Major shifts in the use of food fats and oils have occurred over the past 40 years, even though per capita consumption has been relatively stable at around 45 pounds (fat content). However, total consumption keeping pace with an increasing population, has risen from about 5 billion pounds in the 1920's to over 8.1 billion in 1960.

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Table 7.--Civilian consumption of visible and invisible food fats
per person, selected periods, 1935-60

Source by food group	Average fat consumption per capita											
	1935-39 average	1942-45 average	1947-49 average	1955	1959 1/	1960 2/						
	Lb.	Pct.	Lb.	Pct.	Lb.	Pct.	Lb.	Pct.	Lb.	Pct.	Lb.	Pct.
<u>Visible Fats</u>												
Butter 3/	13.5	12.5	10.0	8.7	8.2	7.1	7.0	5.9	6.2	5.2	6.0	5.1
Lard	11.0	10.2	12.4	10.7	12.4	10.8	10.1	8.5	9.0	7.5	7.9	6.7
Margarine	2.3	2.1	3.0	2.6	4.6	4.0	6.6	5.5	7.4	6.2	7.6	6.4
Shortening	11.8	11.0	9.2	8.0	9.6	8.4	11.5	9.6	12.6	10.6	12.6	10.7
Other edible fats and oils	6.5	6.0	6.8	5.9	7.3	6.4	10.5	8.8	10.6	8.9	11.4	9.6
Total visible fats and oils	45.1	41.8	41.4	35.9	42.1	36.7	45.7	38.3	45.8	38.4	45.5	38.5
<u>Invisible Fats</u>												
Dairy products, excluding butter	18.2	16.9	21.4	18.5	21.4	18.6	20.3	17.0	19.4	16.2	19.0	16.1
Eggs	3.8	3.5	4.3	3.7	4.8	4.2	4.9	4.1	4.5	3.8	4.3	3.6
Meats, poultry, game, and fish 4/	32.5	30.2	39.6	34.3	38.7	33.7	41.1	34.4	42.3	35.4	42.0	35.5
Dry beans, peas, nuts, soya flour and cocoa	4.2	3.9	4.6	4.0	4.5	3.9	4.2	3.5	4.3	3.6	4.3	3.6
All fruits and vegetables	1.3	1.2	1.5	1.3	1.1	1.0	1.3	1.1	1.3	1.1	1.4	1.2
Grain products	2.7	2.5	2.6	2.3	2.2	1.9	1.9	1.6	1.8	1.5	1.8	1.5
Total (invisible) all other foods	62.7	58.2	74.0	64.1	72.7	63.3	73.7	61.7	73.6	61.6	72.8	61.5
<u>Total visible and invisible fats and oils</u>	107.6	100.0	115.4	100.0	114.8	100.0	119.4	100.0	119.4	100.0	118.3	100.0

1/ Preliminary.

2/ Partly estimated.

3/ Excludes duplication in ice cream.

4/ Includes fat cuts of pork.

Items other than visible fats and dairy products based on data of the Institute of Home Economics, ARS.

Substitution has been continually taking place, both among the three major food fat product groups--table spreads (butter and margarine), cooking fats (lard and shortening), and cooking and salad oils--as well as among products within each group. Important shifts also have taken place in the fats and oils used in the end product.

Over the long term, reduced consumption of table spreads has been about offset by an increase in "other" edible oils (mainly cooking and salad oils). Total consumption of the cooking fats has shown no consistent upward or downward trend.

Civilians in calendar year 1960 consumed about 45.8 pounds (fat content) of food fats per person, about the same as in 1958 and 1959 and compares with the 40 year average of about 45 pounds (table 8). There were some important shifts in the types of fat consumed in 1960, as the postwar consumption trends were extended. Apparent disappearance of butter and direct use of lard were down but this was offset by increased usage of margarine and "other edible" oils. The consumption rates for shortening and salad and cooking oils showed no change.

Retail prices for most food fats and oils in 1960 dropped to the lowest level of the past decade. Compared with 1959, lard prices declined 5 percent; margarine, 4 percent; shortening, 7 percent; salad dressing, 4 percent; and butter, less than 1 percent. Retail prices of these food fats probably will average slightly higher in 1961 than in 1960, reflecting a higher level of primary prices of the basic food fats and oils in general.

Margarine Consumption Sets New Record in 1960

Margarine consumption in 1960 reached a new high of 9.4 pounds (actual weight) per person, 0.2 pounds more than the previous year, and continues the postwar uptrend from about 4.0 pounds in 1946.

Increased production and consumption of margarine were made possible by the sharp growth in domestic output of edible vegetable oils during the last 20 years. Margarine's fat content averages about 81 percent. Expanding supply has meant lower prices in recent years for the fats and oils ingredients used in the manufacture of margarine. Margarine prices have declined while butter prices have been quite stable at support levels or above. The butter-margarine price ratio has increased.

Margarine output in 1960 set a new record of 1,695 million pounds, 5 percent more than in 1959 and about double the 1947-49 average of 840 million (table 9). A record 1,365 million pounds of fats and oils were used in margarine in 1960 compared with 1,293 million in 1959 and the 1947-49 average of 681 million pounds (table 10).

Table 8.--Food fats: Civilian use per person, by type of product, 1921-60

Year	Table spreads (actual weight)			Cooking fats			Edible oils (mainly cooking and salad oils)						Total all food products	
	Total	Butter	Margarine	Total	Lard 1/	Shortening	Total	Used as cooking and salad oils 2/	Oil used in				Actual weight	Fat content 4/
									Mayon-	Potato	Frozen	Mel-		
									naise and salad dress- ing	chips 3/	french fries 3/	lor- line 3/		
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
1921	18.3	16.3	2.0	17.8	10.8	7.0	3.5	---	---	---	---	---	39.5	36.0
1922	18.8	17.1	1.7	20.0	13.3	6.7	4.4	---	---	---	---	---	43.1	39.5
1923	19.8	17.8	2.0	20.9	14.3	6.6	3.9	---	---	---	---	---	44.7	40.9
1924	19.8	17.8	2.0	21.2	14.2	7.0	4.3	---	---	---	---	---	45.5	41.6
1925	20.1	18.1	2.0	22.0	12.3	9.7	4.8	---	---	---	---	---	46.8	43.0
1926	20.3	18.3	2.0	21.7	12.2	9.5	5.6	---	---	---	---	---	47.7	43.8
1927	20.6	18.3	2.3	22.4	12.7	9.7	4.9	---	---	---	---	---	47.9	44.0
1928	20.2	17.6	2.6	22.5	13.2	9.3	5.0	---	---	---	---	---	47.7	44.0
1929	20.5	17.6	2.9	22.6	12.7	9.9	5.6	---	---	---	---	---	48.7	44.9
1930	20.2	17.6	2.6	22.5	12.7	9.8	6.2	---	---	---	---	---	48.8	45.0
1931	20.2	18.3	1.9	23.0	13.6	9.4	5.1	---	---	---	---	---	48.3	44.4
1932	20.1	18.5	1.6	21.9	14.4	7.5	4.8	---	---	---	---	---	46.8	42.9
1933	20.1	18.2	1.9	21.5	14.0	7.5	5.3	---	---	---	---	---	46.9	43.0
1934	20.7	18.6	2.1	22.5	13.0	9.5	5.4	---	---	---	---	---	48.5	44.5
1935	20.6	17.6	3.0	21.7	9.6	12.1	5.9	---	---	---	---	---	48.1	44.1
1936	19.9	16.8	3.1	23.6	11.3	12.3	6.0	---	---	---	---	---	49.5	45.7
1937	19.9	16.8	3.1	22.8	10.5	12.3	6.6	---	---	---	---	---	49.3	45.5
1938	19.6	16.6	3.0	22.6	11.1	11.5	6.9	---	---	---	---	---	49.1	45.3
1939	19.7	17.4	2.3	23.4	12.7	10.7	7.2	5.8	1.4	5/	5/	5/	50.3	46.4
1940	19.4	17.0	2.4	23.4	14.4	9.0	7.4	5.9	1.5	5/	5/	5/	50.2	46.4
1941	18.9	16.1	2.8	24.2	13.8	10.4	8.2	6.5	1.7	5/	5/	5/	51.2	47.0
1942	18.7	15.9	2.8	22.2	12.8	9.4	7.6	5.8	1.8	5/	5/	5/	48.5	44.9
1943	15.7	11.8	3.9	22.6	13.0	9.6	6.7	4.9	1.8	5/	5/	5/	45.0	42.0
1944	15.8	11.9	3.9	21.2	12.3	8.9	6.9	4.8	2.1	5/	5/	5/	43.9	40.9
1945	15.0	10.9	4.1	20.8	11.7	9.1	6.2	4.4	1.8	5/	5/	5/	42.0	39.1
1946	14.4	10.5	3.9	22.0	11.8	10.2	6.4	4.5	1.9	5/	5/	5/	42.8	40.0
1947	16.2	11.2	5.0	22.0	12.6	9.4	6.9	4.5	2.4	5/	5/	5/	45.1	42.0
1948	16.1	10.0	6.1	22.4	12.7	9.7	7.1	4.5	2.6	5/	5/	5/	45.7	42.6
1949	16.3	10.5	5.8	21.5	11.8	9.7	7.9	4.4	2.6	.9	.01	5/	45.7	42.6
1950	16.8	10.7	6.1	23.6	12.3	11.0	8.6	5.0	2.6	1.0	.02	5/	49.1	45.9
1951	16.2	9.6	6.6	21.3	12.3	9.0	7.7	4.1	2.6	1.0	.03	5/	45.2	42.1
1952	16.5	8.6	7.9	22.0	11.9	10.2	8.7	4.8	2.7	1.1	.04	.03	47.3	44.1
1953	16.6	8.5	8.1	21.6	11.4	10.2	9.1	5.0	2.7	1.3	.04	.06	47.2	44.1
1954	17.4	8.9	8.5	22.0	10.2	11.8	9.5	5.4	2.6	1.4	.05	.07	48.8	45.5
1955	17.2	9.0	8.2	21.6	10.1	11.5	10.5	5.8	2.9	1.6	.11	.07	49.2	45.9
1956	17.0	8.8	8.2	20.7	9.8	10.9	10.9	5.9	3.0	1.8	.13	.07	48.0	45.3
1957	17.1	8.5	8.6	19.9	9.5	10.4	10.8	5.5	3.2	1.8	.09	.07	47.8	44.5
1958	17.4	8.4	9.0	21.0	9.7	11.3	11.0	5.6	3.3	1.8	.13	.08	49.5	46.1
1959	17.2	8.0	9.2	21.6	9.0	12.6	10.6	5.0	3.6	1.8	.17	.09	49.3	45.9
1960	17.2	7.8	9.4	20.5	7.9	12.6	11.4	5.4	3/3.8	1.9	.21	.09	49.2	45.8

1/ Excluding use in margarine, shortening, and nonfood products.

2/ During 1939-1948 represents estimate of oil usage other than oil in mayonnaise and salad dressings. Beginning 1949 includes small quantities used for miscellaneous commercial purposes.

3/ Estimated.

4/ Includes only the fat content of butter and margarine.

5/ Not available.

Table 9.--Margarine (actual weight): Supply and disposition, 1935-60

Year	Supply					Disposition			
	Production			Stocks, Jan. 1	Total	Exports and shipments	Domestic disappearance		
	Colored	Uncolored	Total				Military	Civilian 1/	
								Total	Per capita
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Lb.
Average									
1935-39	2	370	372	---	372	1	---	371	2.9
1940	2	318	320	---	320	1	---	318	2.4
1941	5	363	368	---	368	5	---	364	2.8
1942	65	361	426	---	426	32	---	364	2.8
1943	116	498	614	---	614	2/109	2	501	3.9
1944	108	481	588	---	588	93	1	497	3.9
1945	99	515	614	---	614	2/83	14	525	4.1
1946	58	514	573	---	573	52	5	533	3.9
1947	59	687	746	---	746	3/31	6	713	5.0
1948	95	812	908	---	908	3/16	5	887	6.1
1949	177	685	862	---	862	3/7	4	851	5.8
1950	500	437	937	13	950	3/7	11	918	6.1
1951	829	212	1,041	14	1,055	3/6	34	996	6.6
1952	1,156	130	1,286	19	1,305	3/7	54	1,219	7.9
1953	1,228	64	1,292	25	1,317	3/9	30	1,256	8.1
1954	4/	4/	1,364	22	1,386	8	5	1,346	8.5
1955	---	---	1,334	27	1,361	8	6	1,323	8.2
1956	---	---	1,370	24	1,394	9	4	1,354	8.2
1957	---	---	1,463	28	1,490	10	8	1,446	8.6
1958	---	---	1,573	26	1,599	9	3	1,549	9.0
1959	---	---	1,611	38	1,649	10	2	1,604	9.2
1960 5/	---	---	1,695	34	1,729	10	11	1,676	9.4
1961				33					

1/ Prior to 1950 based upon data from Bureau of Internal Revenue. 2/ Includes American Red Cross procurement for prisoner-of-war packages. 3/ Includes estimated quantities exported in food packages through CARE and other nongovernmental relief agencies; does not include quantities mailed abroad by individuals. 4/ Breakdown between colored and uncolored not available beginning with 1954. Production mainly colored since 1953. 5/ Preliminary.

Totals and per capita computed from unrounded numbers.

Table 10.--Margarine: Fats and oils used in manufacture, 1935-60

Year	Vegetable oils						Animal fats and oils		Vegetable stearine 1/	Total 2/
	Soybean oil	Cotton- seed oil	Peanut oil	Corn oil	Coconut oil	Other	Lard	Beef fats		
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.		
Average 1935-39	32	125	3	1	105	15	2	20	---	303
1940	87	116	2	3/	22	6	5	19	3/	257
1941	76	150	2	1	30	6	8	24	---	297
1942	133	167	1	2	3	3	8	29	---	346
1943	198	252	5	6	0	4	11	24	3/	500
1944	211	215	12	11	0	3/	10	17	1	478
1945	207	254	10	9	0	3/	6	13	---	499
1946	201	223	12	7	15	---	2	5	---	465
1947	228	323	17	7	21	---	3	8	---	607
1948	255	453	11	1	5	2	3	6	---	736
1949	257	431	3/	1	3/	---	4	7	---	701
1950	312	418	7	1	---	2	4	9	11	764
1951	473	334	16	4	1	2	4	7	11	851
1952	652	354	3	3/	---	---	5	8	24	1,046
1953	726	275	2	1	7	2	8	13	12	1,049
1954	665	397	2	3/	5	1	7	10	17	1,106
1955	746	278	2	3/	6	1	13	9	16	1,075
1956	752	283	3	1	8	1	31	6	24	1,111
1957	874	237	3	3/	5	3	25	9	24	1,182
1958	1,070	145	4	1	4	2	16	8	19	1,269
1959	1,094	124	4	17	1	10	36	8	4/	1,293
1960 5/	1,105	136	4	50	---	5	59	7	---	1,365

1/ Most of the vegetable stearine used in margarine prior to 1950 was included with the primary oil. 2/ Includes 2 million pounds of secondary oils other than vegetable stearine in 1952, 3 million in 1953, 1954, 1955 and 1956, and 2 million in 1957 and 1958. 3/ Less than 500,000 pounds. 4/ Not reported separately beginning 1959. 5/ Preliminary.

Totals computed from unrounded numbers.

By far the largest source of fats and oils for expanded margarine output has been soybeans. Soybean oil used in the manufacture of margarine reached a new peak of 1,105 million pounds in 1960, and constituted 81 percent of all fats and oils used in making the product. Only small quantities of soybean oil were used in margarine before World War II.

Cottonseed oil was the major constituent in margarine just after the end of the war, but its consumption decreased in the years following. The 136 million pounds of cotton oil used in margarine during 1960 was the least since 1940 (except for 1959 when 124 million pounds were consumed), and was about 10 percent of total fats and oils consumed. Small quantities of lard, beef fats, corn oil, peanut oil, coconut oil, and other vegetable oils also are used in margarine. They have increased little as margarine output has grown sharply.

Butter Consumption Rate in 1960 Smallest Of Record

Butter consumed per person in 1960 averaged 7.8 pounds (actual weight) per person, 0.2 pounds less than the previous year and the smallest of record (table 11). During the war, civilian butter use dropped from 17.0 pounds per person in 1940 to 10.5 pounds in 1946. Butter use increased to a postwar peak of 11.2 pounds in 1947, but has trended downward rather steadily since. As mentioned above, margarine consumption has been on the uptrend since the war ended, reaching a record 9.4 pounds in 1960.

Annual production of butter declined only slightly during 1955-60 averaging about 1.5 billion pounds or 30 percent below the 1935-39 average. Butter output in 1960 totaled 1,479 million pounds, nearly 3 percent above 1959 but otherwise the smallest since 1952. The increase was in creamery butter which more than offset the drop in farm butter. Farm butter production has declined each year since World War II, dropping from 336 million pounds in 1945 to a mere 91 million in 1960.

Butter production has averaged somewhat larger than distribution through commercial channels in recent years, mainly because it is one of the products purchased under the dairy support program. Retail prices accordingly were determined primarily by support prices. An increasing proportion of the milk produced on U. S. farms has gone into fluid use and the percentage used for butter has decreased.

Butter prices to consumers have been at least double those for margarine in most years since the mid-1930's. In 1960 the price ratio was 2.8, and margarine prices were at the lowest level in the postwar era. Wholesale prices of butter have been close to Government purchase prices a large part of the time since the postwar dairy price support program was begun in 1949.

Shortening Use in 1960 at Peak Level

During the past 4 decades, the total consumption of cooking fats, consisting of the direct use of lard plus the consumption of shortening, has been fairly stable, averaging about 22 pounds per person (table 8). The combined usage rate in 1960 at 20.5 pounds was 1.1 pounds below 1959, reflecting a sharp drop in lard consumption.

Table 11.--Butter, actual weight: Supply and disposition, 1935-60 1/

Year	Supply						Disposition				
	Production			Imports	Cold storage	Total supply	Exports and	Domestic disappearance			
	Creamery	Farm	Total		stocks,		shipments to U. S. Territories	Total	Military pro-	Civilian	Civilian
					Jan. 1/2/		to U. S. Territories	curement	per capita		
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Lb.
Average 1935-39	1,716	479	2,195	9	64	2,268	7	2,196	---	2,196	17.0
1940	1,837	403	2,240	1	55	2,296	11	2,244	---	2,244	17.0
1941	1,872	395	2,268	4	41	2,313	13	2,185	70	2,116	16.1
1942	1,764	366	2,130	20	114	2,264	24	2,217	124	2,092	15.9
1943	1,674	342	2,015	3	25	2,043	94	1,791	266	1,525	11.8
1944	1,469	330	1,818	2	158	1,978	97	1,853	321	1,532	11.9
1945	1,364	336	1,699	4	28	1,731	55	1,635	222	1,413	10.9
1946	1,171	331	1,502	7	41	1,550	16	1,510	54	1,456	10.5
1947	1,329	311	1,640	4	23	1,667	17	1,628	28	1,600	11.2
1948	1,210	293	1,504	3/	22	1,526	8	1,486	36	1,450	10.0
1949	1,412	276	1,688	3/	32	1,720	6	1,581	32	1,549	10.5
1950	1,386	262	1,648	3/	133	1,781	28	1,648	34	1,614	10.7
1951	1,203	240	1,443	3/	105	1,548	24	1,497	52	1,445	9.6
1952	1,188	214	1,402	3/	27	1,429	2	1,354	38	1,316	8.6
1953	1,412	195	1,607	3/	73	1,680	26	1,372	43	1,329	8.5
1954	1,449	179	1,628	1	282	1,911	57	1,475	65	1,410	8.9
1955	1,383	166	1,549	1	379	1,929	224	1,541	77	1,464	9.0
1956	1,413	149	1,562	3	163	1,728	184	1,519	70	1,449	8.8
1957	1,414	137	1,551	3	25	1,579	13	1,479	55	1,424	8.5
1958	1,390	121	1,511	2	87	1,600	38	1,493	50	1,443	8.4
1959	1,334	106	1,440	2	69	1,511	29	1,451	51	1,400	8.0
1960 <u>4/</u>	1,388	91	1,479	3	31	1,513	10	1,425	50	1,375	7.8
1961					77						

1/ Totals computed from unrounded numbers. 2/ Includes stocks held by U. S. Department of Agriculture. 3/ Less than 500,000 pounds. 4/ Preliminary.

Table 12.--Fats and oils other than butter and lard: Estimated direct use for food, 1935-60 1/ 2/

Year	Supply of food fats and oils				Nonfood oils		Total supply and:		Disposition			
	Production	Imports	Beginning stocks	used in food	in food products	in nonfood products	Food oils used including: shortening and margarine	Use in shortening and margarine	Exports and shipments	Direct domestic food use		
										Military	Civilian	Per capita
	<u>3/</u>		<u>4/</u>	<u>5/</u>						<u>6/</u>		
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Lb.
Average												
1935-39	2,156	306	751	487	3,700	194	1,827	54	---	837	6.5	
1940	2,265	75	895	267	3,502	198	1,426	63	---	983	7.4	
1941	2,580	50	831	320	3,781	259	1,647	53	10	1,087	8.2	
1942	2,760	89	728	84	3,661	257	1,577	78	45	996	7.6	
1943	3,219	81	707	32	4,039	305	1,890	219	42	861	6.7	
1944	2,913	117	8782	9	3,821	284	1,794	113	37	886	6.9	
1945	3,260	124	707	4	4,095	327	1,911	167	51	801	6.2	
1946	2,889	13	840	55	3,797	323	1,894	148	11	882	6.4	
1947	3,335	19	541	130	4,025	411	1,877	235	11	988	6.9	
1948	3,808	45	502	167	4,522	408	2,060	359	13	1,037	7.1	
1949	4,593	21	644	149	5,407	503	2,066	960	9	1,163	7.9	
1950	4,468	80	704	193	5,445	538	2,315	714	12	1,297	8.6	
1951	4,718	41	568	188	5,515	453	2,049	918	23	1,168	7.7	
1952	4,958	46	903	218	6,124	554	2,421	662	15	1,339	8.7	
1953	5,389	47	1,134	203	6,773	535	2,488	700	15	1,415	9.1	
1954	5,505	68	1,620	252	7,445	495	2,925	1,341	14	1,514	9.5	
1955	5,961	84	1,156	225	7,426	494	2,703	1,551	13	1,700	10.5	
1956	6,476	49	964	268	7,757	491	2,462	2,146	20	1,801	10.9	
1957	6,746	52	837	280	7,915	451	2,589	2,169	27	1,824	10.8	
1958	7,005	75	854	298	8,232	477	2,941	2,032	40	1,693	11.0	
1959	8,132	64	793	262	9,251	461	10/4,774	2,825	10	11/150	11/.9	
1960 <u>2/</u>	8,580	69	1,032	224	9,905	517	10/4,908	3,192	9	11/309	11/1.7	
1961			970									

1/ Total and per capita data computed from unrounded numbers. 2/ This category includes fats and oils used as cooking and salad oils and in such products as salad dressing, mayonnaise, baked goods, and other processed foods. 3/ Includes the following oils: Cottonseed, peanut, soybean, corn, sunflower, teaseed, and edible olive; oleo oil, oleo stock, oleostearine, edible tallow; and oil equivalent of cottonseed, soybeans, and peanuts exported for crushing abroad. 4/ Includes primary oils listed in footnote 3, secondary or processed edible oils, and oil equivalent of mayonnaise. 5/ Mainly coconut, palm, palm kernel, and babassu oils. 6/ Excludes some procurement for civilian feeding in occupied areas. 7/ Beginning 1942, includes stocks of sunflower and teaseed oils not reported separately in preceding years. 8/ Beginning 1944, includes stocks of secondary or processed edible oils not previously reported. 9/ Preliminary. 10/ Includes cooking and salad oils. 11/ Excludes cooking and salad oil which is reported separately beginning 1959. For comparative purposes, if these oils were included as in earlier years, the 1960 total consumption would be 1,835 million pounds and per capita consumption 10.6 pounds; the 1960 total consumption would be 2,335 million pounds and per capita consumption 11.4

Table 13.--Shortening: Supply and disposition, 1935-60 1/

Year	Supply					Disposition		
	Production	Imports	Stocks, Jan. 1	Total supply	Exports and shipments	Domestic disappearance		
						Military ex- cluding relief	Civilian	
							Total	Per capita
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Lb.
Average								
1935-39	1,529	4	43	1,576	8	---	1,519	11.8
1940	1,190	1	57	1,247	9	---	1,185	9.0
1941	1,409	1	54	1,465	12	32	1,367	10.4
1942	1,300	2/	53	1,354	15	57	1,237	9.4
1943	1,438	2/	46	1,483	81	102	1,234	9.6
1944	1,363	2/	67	1,431	19	212	1,147	8.9
1945	1,441	2/	53	1,494	52	223	1,175	9.1
1946	1,450	2/	44	1,494	26	18	1,409	10.2
1947	1,374	2/	41	1,416	29	-5	1,338	9.4
1948	1,441	2/	53	1,494	8	8	1,410	9.7
1949	1,487	2/	67	1,554	26	12	1,435	9.7
1950	1,710	2/	82	1,792	13	20	1,656	11.0
1951	1,403	2/	104	1,507	13	28	1,365	9.0
1952	1,611	2/	101	1,713	10	47	1,562	10.2
1953	1,675	---	94	1,768	16	62	1,597	10.2
1954	1,961	---	94	2,055	17	45	1,870	11.8
1955	1,975	---	120	2,095	42	47	1,863	11.5
1956	1,842	---	143	1,985	12	54	1,797	10.9
1957	1,808	---	122	1,930	17	37	1,756	10.4
1958	2,006	---	120	2,126	33	30	1,935	11.3
1959	2,250	---	132	2,382	36	32	2,197	12.6
1960 3/	2,312	---	116	2,428	30	39	2,238	12.6
1961			120					

1/ Totals and per capita computed from unrounded numbers. Various adjustments have been made in exports, military and civilian use in 1941-49 primarily because of government programs. 2/ Less than 500,000 pounds. 3/ Preliminary.

Table 14.--Shortening: Fats and oils used in manufacture, 1935-60

Year	Vegetable oils							Animal fats and oils		Total			
	Cotton- seed oil	Soybean oil	Coconut oil	Peanut oil	Corn oil	Other 1/	Total	Lard	Beef fats	Total primary fats and oils	Vegetable stearine	Glycer- ides	Total primary and secondary fats and oils
	Mil.lb.	Mil.lb.	Mil.lb.	Mil.lb.	Mil.lb.	Mil. lb	Mil.lb.	Mil.lb.	Mil.lb.	Mil.lb.	Mil.lb.	Mil.lb.	Mil.lb.
Average													
1935-39	1,014	119	28	68	1	195	1,425	4	117	1,546	---		1,546
1940	823	212	18	23	1	44	1,121	17	58	1,196	---		1,196
1941	889	216	22	82	2/	93	1,302	51	65	1,418	---		1,418
1942	694	336	5	38	4	58	1,135	62	88	1,285	3/24		1,309
1943	572	568	2/	51	6	4/18	1,215	36	112	1,363	88		1,458
1944	490	620	2/	61	5	10	1,186	39	85	1,310	78		1,388
1945	487	683	2/	51	2	23	1,246	23	106	1,375	81		1,456
1946	502	744	18	42	3	10	1,319	20	58	1,397	69		1,466
1947	300	705	87	65	3	1	1,161	101	64	1,326	70		1,396
1948	321	708	48	56	4	6	1,143	114	45	1,300	101		1,403
1949	532	713	20	12	1	3	1,281	118	31	1,430	64		1,494
1950	549	841	0	12	1	27	1,430	177	31	1,638	89		1,727
1951	335	731	20	21	1	25	1,133	200	23	1,356	48		1,405
1952	388	851	33	6	1	2	1,281	232	34	1,547	66		1,613
1953	376	903	2	4	1	4	1,290	227	46	1,563	82	35	1,681
1954	640	918	15	5	1	20	1,599	142	89	1,830	99	39	1,969
1955	439	930	4	6	3	15	1,397	334	118	1,849	99	40	1,988
1956	323	782	6	6	2	8	1,127	459	141	1,727	90	38	1,855
1957	272	796	8	6	4	3	1,089	376	226	1,691	95	37	1,824
1958	239	1,055	12	5	3	2	1,316	318	252	1,886	86	39	2,011
1959	320	1,140	13	3	6	5	1,486	493	256	2,235	5/	5/	2,235
1960 6/	365	1,168	10	3	7	11	1,564	480	268	2,312	5/	5/	2,312

1/ Includes fish oils which have been negligible in recent years. 2/ Less than 500,000 pounds. 3/ October-December quarter only. 4/ Includes 7 million pounds of linseed oil. 5/ Not reported separately beginning 1959. 6/ Preliminary.

Shortening consumption in 1960 averaged 12.6 pounds per person, the same as the record 1959 usage rate. Shortening usage has trended upward in the postwar era from 9.1 pounds in 1945.

Shortening production in 1960 set a new record of 2,312 million pounds. This was 62 million pounds above 1959 and compared with the 1947-49 average of 1,434 million pounds (table 13).

Of the total fats and oils (2,312 million pounds) used in the manufacture of shortening in 1960, soybean oil comprised 51 percent, lard 21 percent, cottonseed oil 16 percent, and edible beef fats 12 percent. While use of all the major fats and oils increased except lard, the biggest gain in 1960 was registered by cottonseed oil. Before World War II, cottonseed oil ranked first as a shortening ingredient, with about two-thirds of total use (table 14).

Direct Use of Lard Record Low in 1960

Direct use of lard in 1960 declined to 7.9 pounds per person, 1.1 pounds less than a year earlier and the lowest of record. Direct use of lard has generally trended downward from the postwar peak of 12.7 pounds per capita in 1948 (table 16).

Increasing amounts of lard have gone into the manufacture of shortening. Consequently comparison of direct use of lard with use of shortening is somewhat misleading. For example, in 1960 lard represented 21 percent of all fats and oils consumed in shortening compared with about 8 percent in 1947-49. If this indirect use of lard is added to the direct use in the home, bakeries, and commercial and other institutions, it is evident that lard is still a major cooking fat in the U. S. Nevertheless, there has been a significant substitution of shortening for lard as such.

The population shift from agricultural to urban areas has been a major factor in the declining production and consumption of lard as such. Farm output of lard has declined steadily from the postwar peak of 439 million pounds in 1946 to a record low of 185 million in 1960 (table 15).

Other important factors affecting the competitive nature of the cooking fats industry include shifts in price relationships between lard and other fats and oils, changes in manufacturing techniques and consumer tastes and preferences, improvement in product quality and cooking recipes. Most of the past growth in shortening consumption can be traced to its substitution for lard in cooking uses. However, in the past decade there apparently has been some slight replacement of "solid" shortenings by "liquid" oils, whether used as a cooking and salad oil, or used in the manufacture of mayonnaise, salad dressings, and related products. This development probably is partly associated with the trend to lighter diets.

Table 15.--Lard: Supply and disposition, 1935-60

Year	Supply						Disposition			
	Production				Stocks Jan. 1 1/	Total 2/	Exports and shipments			Domestic disap- pearance
	Federally inspected	Other commercial	Farm	Total			Exports 3/	Ship- ments	Total	
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.
Average 1935-39	944	686		1,630	96	1,726	166	26	192	1,430
1940	1,527	761		2,288	162	2,450	201	31	232	1,924
1941	1,526	702		2,228	294	2,522	393	31	424	1,900
1942	1,724	676		2,401	199	2,600	652	33	685	1,805
1943	2,080	785		2,865	110	2,976	757	39	796	1,884
1944	2,367	279	408	3,054	297	3,351	902	36	938	1,957
1945	1,311	335	420	2,066	456	2,522	651	21	672	1,722
1946	1,342	353	439	2,134	129	2,265	451	39	490	1,664
1947	1,722	277	403	2,402	110	2,512	383	34	417	1,929
1948	1,680	252	389	2,321	167	2,488	277	50	327	1,987
1949	1,923	270	341	2,534	173	2,707	617	50	667	1,910
1950	2,009	309	313	2,631	131	2,762	467	56	523	2,112
1951	2,225	342	296	2,863	127	2,990	689	54	743	2,143
1952	2,234	378	269	2,881	104	2,992	634	60	694	2,087
1953	1,812	310	233	2,355	211	2,566	423	53	476	2,016
1954	1,831	290	209	2,330	74	2,404	465	56	521	1,779
1955	2,140	312	208	2,660	104	2,764	562	57	619	1,998
1956	2,255	304	202	2,761	147	2,908	611	60	671	2,125
1957	2,080	287	192	2,559	112	2,671	501	62	563	2,006
1958	1,982	271	188	2,441	101	2,542	389	66	455	1,994
1959	2,309	300	194	2,803	95	2,898	605	68	673	2,101
1960 4/	2,127	289	185	2,601	124	2,725	620	61	681	1,950

1/ Factory and warehouse stocks as reported by Bureau of the Census. 1948 and 1951 include stocks held or in transit by U. S. Department of Agriculture. 2/ Includes imports, which were less than 500,000 pounds in all years except 1952, when 7 million pounds were imported. 3/ 1947-53, include shipments by CARE. 4/ Preliminary.

Totals computed from unrounded numbers.

Table 16.--Lard: Utilization, 1935-60

Year							Direct use as lard		
	Total domestic disap- pearance	Shortening	Margarine	Soap	Other nonfood products		Civilian		
						Military	Total	Per capita	
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Lb.	
Average 1935-39	1,430	4	2	1/	1/		1,424	11.0	
1940	1,924	17	5	1	1/		1,901	14.4	
1941	1,900	51	8	1/	1/	21	1,819	13.8	
1942	1,805	62	8	1/	1	46	1,688	12.8	
1943	1,884	36	11	88	6	64	1,679	13.0	
1944	1,957	39	10	183	9	133	1,583	12.3	
1945	1,722	23	6	82	1	100	1,509	11.7	
1946	1,664	20	2	1	1	2/-2	1,642	11.9	
1947	1,929	101	3	6	1	25	1,792	12.6	
1948	1,987	127	3	4	1	15	1,850	12.7	
1949	1,910	177	4	0	25	18	1,736	11.8	
1950	2,112	155	4	36	39	15	1,841	12.3	
1951	2,143	200	4	22	21	41	1,855	12.3	
1952	2,087	232	5	---	25	9	1,817	11.8	
1953	2,016	227	8	---	3	6	1,772	11.4	
1954	1,779	142	7	1/	1/	2	1,627	10.2	
1955	1,998	334	13	2	6	3	1,639	10.1	
1956	2,125	459	31	2	3	3	1,627	9.8	
1957	2,006	376	25	1	1	2	1,601	9.5	
1958	1,994	318	16	1/	1	3	1,657	9.7	
1959	2,101	493	36	---	9	2	1,562	9.0	
1960 3/	1,950	480	59	---	12	2	1,397	7.9	

1/ Less than 500,000 pounds. 2/ Difference between military shipments for civilian relief and military takings for both military use and civilian relief. 3/ Preliminary.

Table 17.--Cooking and salad oils: Supply, disposition, and oils used, 1959-60

Year	Supply			Disposition			
				Domestic disappearance ^{1/}			
				Civilian			
	Pro- duction	Stocks Jan. 1	Total supply	Exports	Military	Total	Per capita
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Lb.
1959	1,751	56	1,807	42	26	1,685	9.7
1960	1,768	54	1,822	28	15	1,726	9.7
1961		54					
Cooking and salad oils: Oils used, by type, 1959-60							
	Soybean oil	Cotton- seed oil	Corn oil	Peanut oil	Coconut oil	Palm kernel	Total
							Mil. lb.
1959	817	628	270	40	3	1	1,759
1960	796	701	247	29	--	--	<u>2/1,775</u>

^{1/} The actual domestic consumption of salad and cooking oils is somewhat lower than 9.7 pounds, because exports of processed oils are included in the disappearance of the primary oils (cottonseed and soybean) rather than in the end product category. ^{2/} Includes 2 million pounds of secondary oils.

Cooking and Salad Oil Consumption High

The "other edible" category, the major component of which is cooking and salad oils, has shown a fairly steady growth in the past 4 decades, rising from 3.5 pounds per person in 1921 to 11.4 pounds in 1960 (table 8). The only interruption to the persistent increase in the consumption rate was during World War II when the use of all food fats declined.

Available data prior to 1959 did not give a breakdown on the end uses of fats and oils consumed in the "other edible" category. Cooking and salad oils undoubtedly accounted for the major share of this group over the years. Beginning in 1959, Census data provided more detail on the "other edible" category by showing fats and oils consumed in salad and cooking oils separately. The "other edible" category now mainly represents small quantities used for miscellaneous commercial purposes. In 1960, the consumption of salad and cooking oils per person was 9.7 pounds while that for the "other edible" was 1.7 pounds per person. The actual domestic consumption of salad and cooking oils is somewhat lower than 9.7 pounds because exports of processed oils are included in the disappearance of the primary oils (cottonseed and soybean) rather than in the end product category.

Although data for the "other edible oils" group prior to 1959 do not permit detailed analysis, annual statistics covering the salad dressing, mayonnaise and related products industry date back to 1939. As shown in table 8, the per capita consumption of edible oils used in mayonnaise and salad dressings has increased from 1.4 pounds per person in 1939 to 3.8 estimated for 1960. Oils used in mayonnaise and salad dressing during 1939-60 averaged 30 percent of the total edible oils. While oil usage per capita in mayonnaise and salad dressings continues to edge up, its proportion relative to the total consumption of other edible oils has declined slightly in the past decade. This reflects the substantial increase in total edible oil consumption during the 1950's due mainly to increased use of salad and cooking oils as such and also to growing commercial use of oils in the production of potato chips, frozen french fries, mellorine, and other prepared foods and food mixes.

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